

An Introduction to Policy, Systems, and Environmental Change Approaches in Cancer Control

Comprehensive Cancer Control Program
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Outline

- What is policy, systems, and environmental (PSE) change?
- Why is PSE change important for cancer control?
- What is different about PSE change compared to traditional health programs and interventions?
- Examples of PSE in the Comprehensive Cancer Plan

California's Comprehensive Cancer Control Program

California's Comprehensive Cancer Control Program (CCCP) is charged with:

- Establishing a cancer control coalition
California Dialogue on Cancer or
- Assessing the burden of cancer in California
- Developing and implementing a Comprehensive Cancer Control Plan for California



What is PSE Change?

PSE is a way of thinking about how to effectively improve health in a community.

It is a shift of focus from:

***Individual Behavior
and Direct Services***



***Infrastructure to Support
Healthy Behavior***

Adapted from Maryland Department of Health
and Mental Hygiene

“ It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change.”

Smedley and Syme (2000)
Institute of Medicine

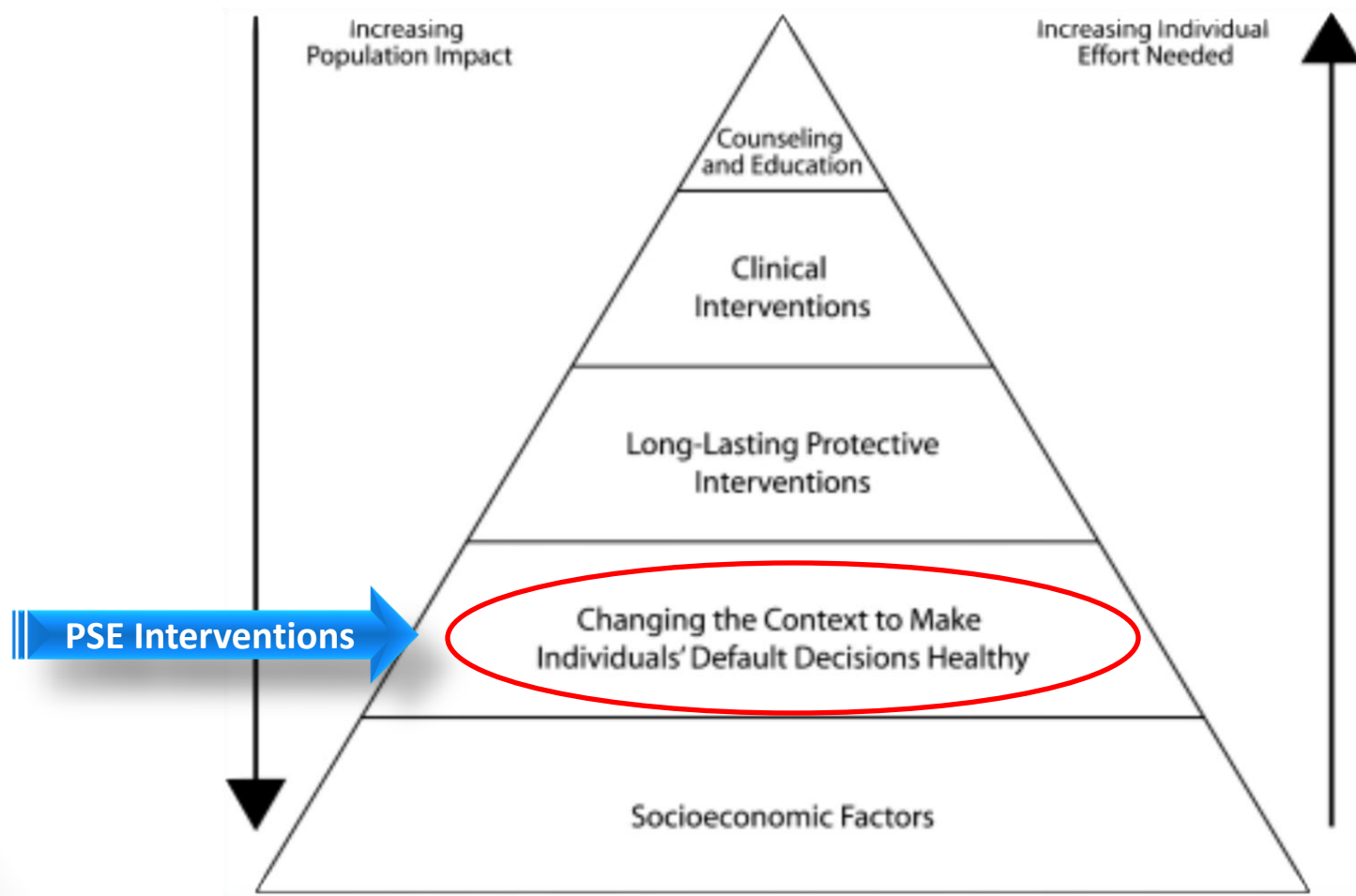
What is PSE change

PSE is a response to the realization that it is not enough to know how to be healthy—you need practical, readily available healthy options around you.



Health is impacted by policies, systems, and environments in which we live and function everyday.

The Health Impact Pyramid



Policy Change

- Policy change strategies are: policies, procedures, rules, ordinances, laws, regulations etc.
- Settings: government administrations, healthcare settings, worksites, companies, organizations, etc.



Examples: Tobacco tax, Affordable Care Act, worksite wellness policies, school policies

Systems Change

- Systems change strategies are changes that impact all elements of an organization, institution, or system
- Settings: Healthcare delivery and insurance systems, worksites, schools, etc.





Example: Revising healthcare organizational procedures to improve patient utilization of services to address cancer in their patients.

Environmental Change

- Environmental change strategies are changes made to the physical environment to promote healthy behaviors and lifestyles.
- Settings: Physical environments such as health clinics/offices, recreational space, community planning in neighborhoods, etc.



Examples: Installing bike lanes and recreational space in communities to promote physical activity.

Overlap

- California's statewide smoking ban
- Adding night/weekend hours to healthcare clinics
- Healthy vending machine policy
- Zoning restrictions for fast food restaurants



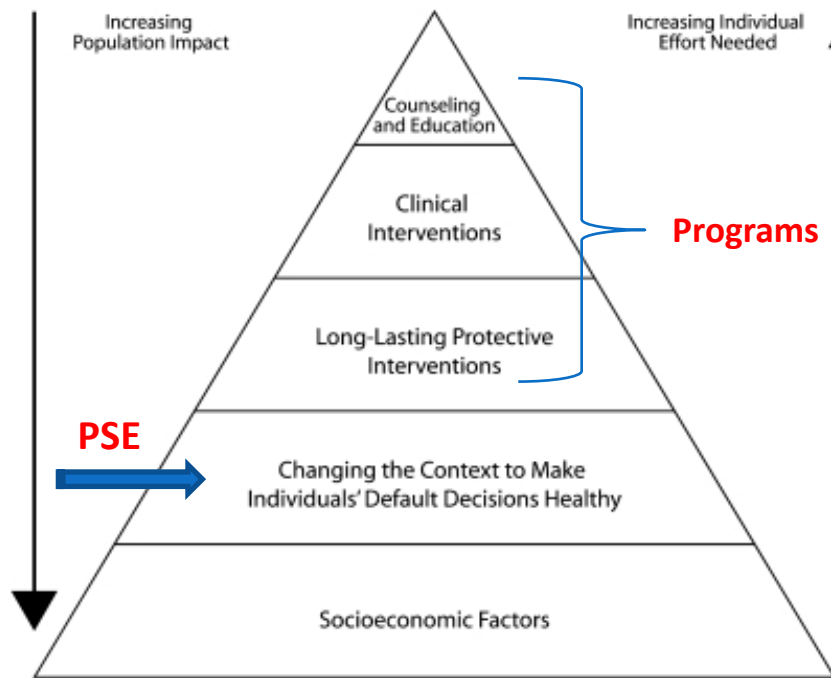
How are PSE approaches different than traditional health programs and interventions?

Characteristics of Programs/Events	Characteristics of PSE Change
One-time/short-term	On-going
Additive: often results in short-term behavior change	Foundational: produces sustained behavior change over time
At the individual level requiring more individual effort	At the policy/systems/environmental level requiring less individual effort
Non-sustaining	Sustainable
Contained	overlap across different sectors

PSE CHANGE vs. PROGRAMS

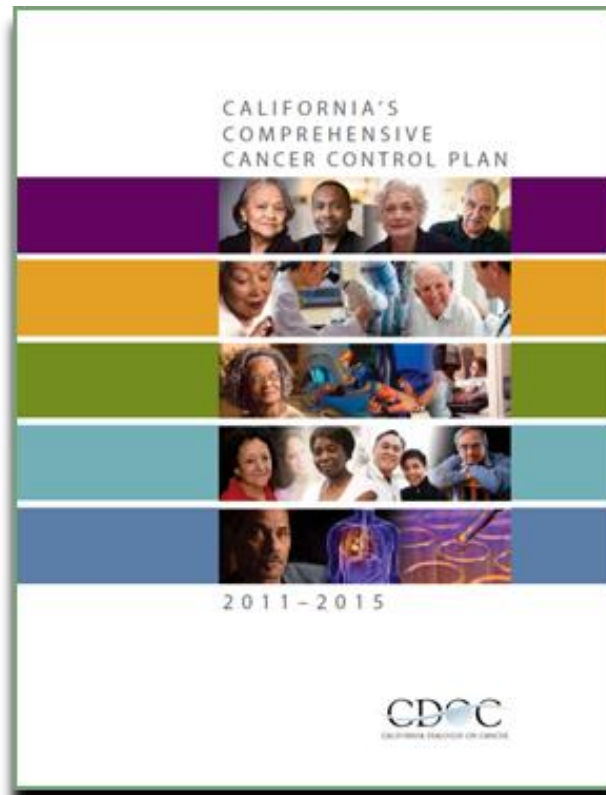
Settings	Program/Event	PSE Change
Radiology Facility	Hold a low-cost mammography event	Add night and weekend appointment hours to improve access to mammography screening
Hospital	Hold free educational events about colorectal cancer screening for patients	Build automatic yearly mailings of FIT tests to patients 50-75 into patient care protocol
Community	Host a community bike ride event	Install designated bike lanes to ensure community roads are safe for biking
School	Nutrition education event	Include fresh fruits and vegetables in daily cafeteria options and ban soda machines on campus

PSE Change vs. Programs Cont.



The Health Impact Pyramid

- Programs are typically at the top three tiers of this pyramid.
- PSE has a comprehensive approach and can help those programs and interventions be more sustainable and effective.



State Cancer Plan Examples

PSE Strategies - Primary Prevention

Obesity: Create work place policies supportive of regular physical activities during the workday.

- CDOC Nutrition and Physical Activity Implementation Team currently working on this strategy

State Cancer Plan Examples

PSE Strategies - Early Detection

Colorectal: Promote the increased use of annual fecal immunochemical testing (FIT) for average-risk screening in settings that serve patients with limited healthcare coverage, and for patients who prefer inexpensive, non-invasive testing.

- Comp Cancer Program working in collaboration with California Colorectal Cancer Coalition (C4) and other organizations on pilot project promoting FIT testing in community clinics

State Cancer Plan Examples

PSE Strategies - Survivorship

Promote systems change to integrate survivorship aftercare plans into systems of care

- CDOC Treatment & Survivorship Team currently working on this strategy

Thank you

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